

### Abstract of the Disclosure

Activated carbon particles or fabrics are coated with a deformable or water-insoluble coating material comprising a binding agent and a masking agent that can be colored. The coating material can provide sufficient diffusivity to permit excellent efficiency in adsorption of materials in spite of the presence of a coating layer on the activated carbon. The use of a deformable binding agent yields coated particles that make relatively noise when the particles flow or are moved in use, and that have improved tactile properties in use. High performance colored activated carbon materials can be produced and placed in absorbent articles, overcoming common objections about the black color of activated carbon.